1910-11. 18th Season. 17 years of unparalleled success in America and England.

FARLAND

WORLD'S MOST WONDERFUL ARTIST-MUSICIAN.—*Vide Press*

HAS DELIGHTED ALL KINDS OF AUDIENCES IN ALL KINDS OF PLACES FROM ARKANSAS LUMBER CAMPS TO ST. JAMES'S HALL, LONDON.

"IT'S IMPOSSIBLE TO DESCRIBE FARLAND'S POWER. * * * THE BANJO'S OLE BULL."—*San Francisco Examiner, Sept. 18, 1894.*

"MORE AMAZING THAN KUBELIK."—*Boston Transcript, Dec. 18, 1901.*

"MOST FULLY SUSTAINED HIS BIG REPUTATION."
—*London (Eng.) Era, May 16, 1903.*

NOTE THIS: Over 25,000 copies of Farland's Banjo Instruction Book (which contains several pages of his press notices) are in daily use; tens of thousands of copies of his sheet music have been sold and MILLIONS of his concert circulars have been mailed and distributed.

This, coupled with sixteen years of unprecedented success in concerts and recitals has made Farland well and favorably known in all the large cities and most of the towns and villages throughout the English speaking world.

PERMANENT ADDRESS, 317 E. FRONT ST., PLAINFIELD, N. J.

PAPER

3 sheet poster.
2 styles window cards, ¼ sheet hangers and 4 pp. circulars.

3-9-11

Dear Mr Hayes.

Just ran across yours of Jan 30 apparently unattended to and will enclose a bridge which will give your banjo a better tone than the centipede affair.

High bridge improves the tone. Am using one an inch high but find that 3/4 is just as good as too much wood is almost as bad as not enough.

With a high bridge there is no danger of striking the head with the pick.

Haven't landed Cir. vaudeville date yet but hope to do so for a week in April or May, tomorrow.

With best wishes —

Sincerely yours
A. A. Farland

THE FARLAND WOOD RIM BANJO

with Harp Attachment and Waterproof Head. Louder than a Piano. Sweeter than a Harp. Greatest of all Solo Instruments.

2-6-12

Dear Mr Hayes.

Was just about to ask you if the Vibrator could be used in connection with my mute when the little box came.

Anything which subdues the "steely brilliance" of the "tin pan" banjo, (to which the New York Sun editorially, and I believe truly, ascribes the great decline in the popularity of the banjo), is deserving of encouragement.

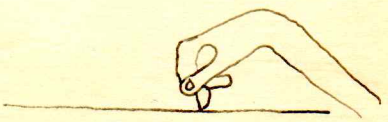
This your little invention does and as its use will improve the musical taste of many banjo players I hope you will sell thousands of them. With best wishes and thanks I am,

Sincerely Yours

A. A. Farland

Will you please answer these questions for me?

No. 1.



No. 2.

Is it necessary to change position of hand when using pick? My arm rests on the rim about 4 in farther from the wrist than in the case when I play with fingers.

Which is the better position? The one that is most comfortable or natural.

What is right distance to pick from bridge?
about 4 in in the beginning. Later you will change the position according to the effect desired.

"BUY A FARLAND TO AVOID AFTER REGRETS"

THE A. A. FARLAND COMPANY

MAKERS OF

FARLAND WOOD RIM BANJOS

AND ACCESSORIES

Publishers of Banjo Instruction Books and Sheet Music

358 East Second Street PLAINFIELD, N. J., U. S. A.

August 24th, 1912

Dear Mr. Hayes:

You will find enclosed all of the examination sheets that have been prepared to date. I am not sending the first few sheets because you need them, but so you will have the complete course. Begin with the questions relating to speed in the earlier lessons.

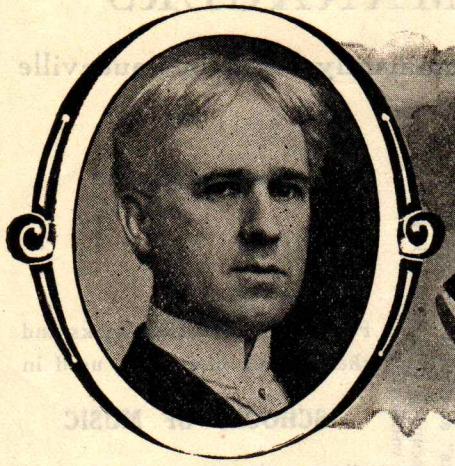
With best wishes, I am,

Sincerely yours,

A. A. Farland

TWENTY-FOURTH SEASON

SUPREMACY UNQUESTIONED SINCE 1893



MR. ALFRED A. Farland

PHENOMENAL BANJOIST

Direction of M. W. Lawrence, 358 East Second St., Plainfield, N. J.

7/10/18

Dear Lonnie,

Sorry I had to keep you waiting again but I had to be away filling dates and as no strings are made when I am away we are very much behind orders. Fully half the mail consists of inquiries as to when I can send strings. Many howl for strings or money back and I have a lovely time.

Sending the strings under separate cover, also a roll of music &c. Guess you will have to use French varnish to stick the label on the head. I put them on while the enamel is fresh and ofcourse they stick to that all right.

More than sorry to learn of your great loss. I have been fortunate enough not to lose any but it is easy to imagine what such a loss means. Our little Evelyn was 8 years old 14th of last month.

Hoping that this finds you both enjoying the blessings of good health and prosperity I am, with best regards,

Very sincerely yours,

AAF.

From **Archie Bell's** review of a Hippodrome show, Cleveland, O.

"Farland's work is of the highest order. He does not wiggle, clown his act or annoy the audience with silly gags, but is content to play the banjo well, and the audience is content to have him do so. * * * The **Ysaye** of the banjo."

FARLAND USES A BANJO WITH A STEEL HEAD WHICH MAKES THE TONE VERY POWERFUL AND MUSICAL, WHILE HIS HARP ATTACHMENT ENABLES HIM TO PRODUCE THE SWEETEST TONES IMAGINABLE

HOW FARLAND IS BILLED BY

FIRST CLASS VAUDEVILLE MANAGERS

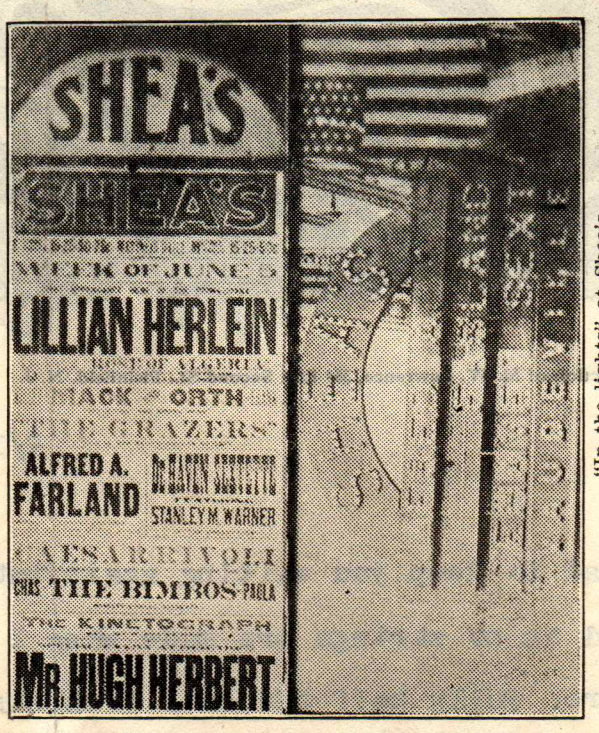
No other Artist-Musician, **in any line,** has ever been **more prominently** billed in vaudeville

FARLAND STRINGS

FOR

VIOLIN, BANJO AND GUITAR

Each string in an envelope bearing an advertisement of Farland, are sold by dealers and teachers everywhere and make the name of Farland known to thousands of music loving people **yearly.**



"In the lights" at Shea's
The ONLY banjoist ever accorded this distinction in "Big Time" vaudeville

Farland's instruction books and sheet music have been used in

SCHOOLS OF MUSIC

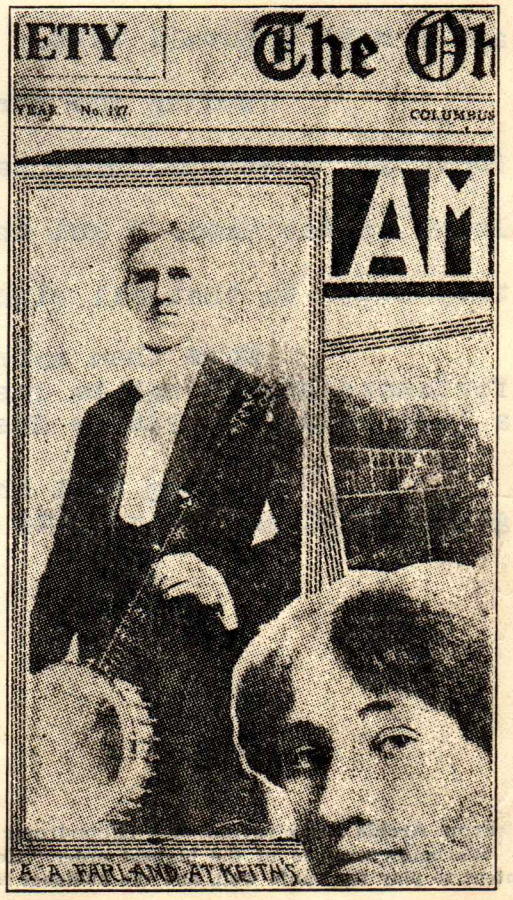
all over the country ever since 1891.

This has helped to make his the best known name in banjo-dom.

"Farland's banjo playing creates a sensation."—Buffalo Express.

LOS ANGELES ORPHEUM

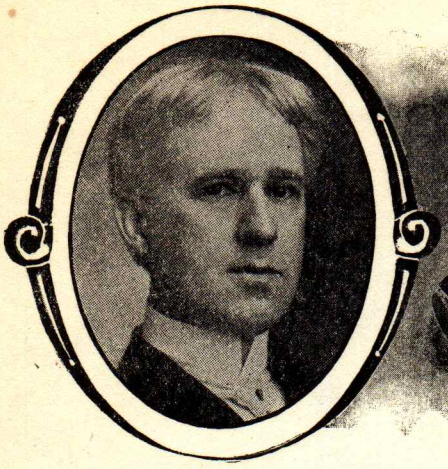
"Farland was compelled to give four or five encores. Divided the biggest applause with the Ford Sisters."—Los Angeles Examiner.



Amusement page of the Ohio State Journal, Columbus.

TWENTY-FOURTH SEASON

SUPREMACY UNQUESTIONED SINCE 1893



MR. ALFRED A. Farland

PHENOMENAL BANJOIST

Direction of M. W. Lawrence, 358 East Second St., Plainfield, N. J.

1/6/19

Dear Lonnie,

Thank you so much for the Christmas remembrance. The finest Christmas present I have everreceived. I hope you and yours got a whole lot of just as good ones. Same kind.

Day before New Years I was looking over some cornet parts that came in and soon had the whole family dancing and humming one of the marches. I really enjoyed playing it and remarked to my wife that I must send you a copy. I hoped to get it done New Years day but was prevented from finishing it until last night. Will mail it with this. Have left space for a piano acc. to be put in by a piano PLAYER. I dont play the piano and my accompaniments are not always "Pianistic", so I thought best to leave it for someone else.

Hoping that this finds you all enjoying the best of health and great prosperity, and with best regards from us all, I am,

Sincerely yours,

A. A. Farland

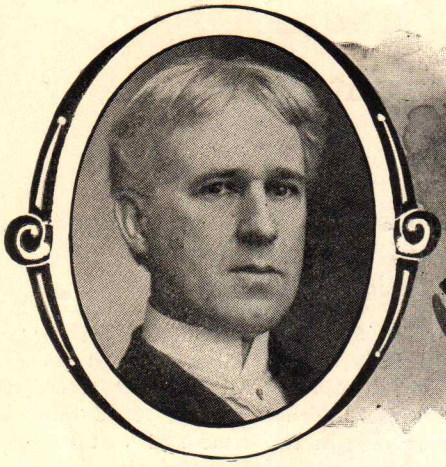
From **Philip Hale's** criticism of a Farland Recital at Boston.

"It was a matter of excitement to hear Farland, for the man has a technique that makes one begin to believe possible what one reads of **Paganini** himself. His banjo whines like the wind and oftener sounds like a 'cello or harp than the conventional banjo. Those who fell into a fine frenzy at **Kubelik's** feats should not miss an opportunity of hearing Farland's still *more amazing* exploits."

FARLAND USES A BANJO WITH A STEEL HEAD WHICH MAKES THE TONE VERY POWERFUL AND MUSICAL. WHILE HIS HARP ATTACHMENT ENABLES HIM TO PRODUCE THE SWEETEST TONES IMAGINABLE

TWENTY-NINTH SEASON

SUPREMACY UNQUESTIONED SINCE 1893



MR. ALFRED A Farland

PHENOMENAL BANJOIST

Direction of M. W. Lawrence, 358 East Second St., Plainfield, N. J.

11/29/21

Dear Lonnie,

Its a long time since but I daresay you understand the situation. Am still having no end of trouble getting supplies. For instance the maker of hooks and nuts sends hooks 8-26 thread and nuts tapped 32. Then instead of fresh tapped nuts he retaps the 32, 26. Of course they strip and cause trouble. Feel like making my own, but I have too many things to do now.

Mailing your Carnival of Venice with this. Had it nearly finished before I left on the long trip. Took it with me intending to finish it on the road but 8000 miles and 30 concerts in 9 weeks left no time for anything but travelling, playing and some resting.

We thank you very much for the recent treat. Saw Marion Davies in Enchantment. If you havent seen it dont miss it first chance you have. Very lovely. No icecream after. Gave my wife a chill with a ghost story. Same effect and didnt cost anything. Try it on your little Edna sometime.

Responses to the form letter I am sending out are coming in and it looks like at leats a fairly good trip for the spring. Made Los Angeles at a loss owing to the long jump in and out. Had written the Mgr. that in case he stood to lose I would throw off what I could if I could. Under the circumstances it was impossible to do anything in that way and he got sore and made things unpleasant so Guild doesnt leave a very good taste in the mouth at present. L.A. concert horribly mismanaged. Both audiences wouldnt half fill the hall used. Ought to have concentrated on ONE instead of dividing his patronage in two and doubling his expenses. Mgr. was well advised but preferred to use his own judgement.

The box of candy reached us while still in bed next morning after Thanksgiving. Thank you again. Enjoyed by all very much.

We surely hope to see you both this spring. Take care of your health. With love from all to you both,

Sameoldthing. A.F.

From **Archie Bell's** review of a Hippodrome show, Cleveland, O.

"Farland's work is of the highest order. He does not wiggle, clown his act or annoy the audience with silly gags, but is content to play the banjo well, and the audience is content to have him do so. * * * The **Ysaye** of the banjo."

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THE NEW FARLAND BANJO

Excels All Other Banjos in Every Important Respect

The PATENT BRACKET used weighs less than one half as much as the old style yet is MUCH STRONGER. Other things being equal the banjo with the tightest head sounds best. The new bracket is the ONLY one in use which doesn't give under the strain of a tight head, and is the ONLY bracket with which it is possible to make a metal head as tight as it MUST be for BEST POSSIBLE results. Metal heads are giving better service than skin on all kinds of rims but the BEST possible tone can be attained ONLY on the NEW Farland rim fitted with his patent brackets.

The WELDED STEEL HOOPS used are lighter and stronger than the brass hoops used on other banjos. Never pull out of shape and the hooks do not sink into them as is the case with brass. These hoops are guaranteed not to rust for five years.

The RESONATOR is inconspicuous and does not encumber or disfigure the instrument, as others do, but on the contrary, ADDS to its appearance from the rear. It makes the tone DEEPER and STRONGER just as any other properly adjusted WOODEN resonator does. Metal resonators do NOT impart as good a quality of tone as those made of wood.

The New Idea Farland TAILPIECE is riveted to the hoop, stays put and a string can be fastened to it in a second.

The HARP ATTACHMENT is operated by a push lever which comes through the resonator.

The HARD WOOD RIMS are very strong and stand up under the strain of any kind of a head. Ornamental veneer of beautiful birch, maple, or birdseye maple. NECKS and Resonators to correspond. All FRENCH POLISHED. Patent Pegs, Pearl inlaying and Finish equal to any.

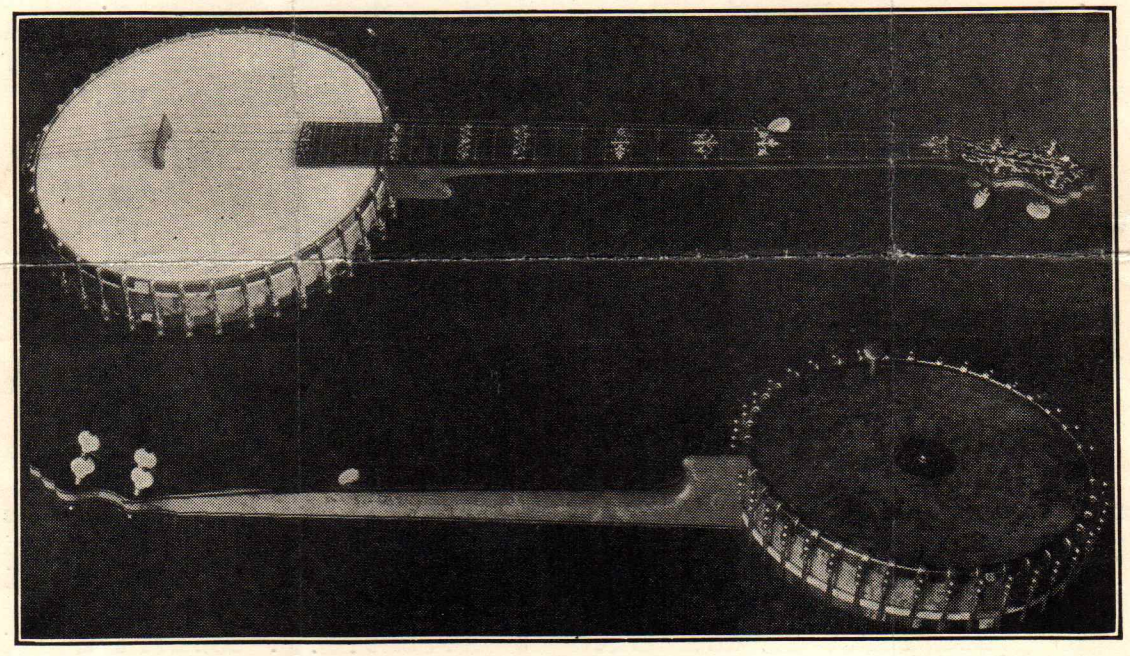
HEADS, metal or best calfskin as desired. Skins not guaranteed against breakage. Metal guaranteed to stand the strain of banjo hooks and nuts for five years.

Styles and Prices. Parlor Grand in birch or maple, $75. Concert Gd., $100. Artists' Gd., $125. Artists' Gd., No. 2, $150. CG and AG in birdseye or curly maple. All styles made in 4 sizes. 11, 11½, 12 and 12½ inch. All have 29 frets. Extension fingerboard carries 7. Tenor Banjos, Mandolin-Banjos and Guitar-Banjos made in the same styles at the same prices.

Other things being equal the larger the head the better the tone, PROVIDED that it bears on the OUTER edge of the rim so ALL of it can vibrate. A banjo with an inner bearing for the head set from ¾ to 2 inches from the outer edge of the rim sounds the same as one with a rim the SIZE OF THE BEARING with the head resting on the outer edge, provided that both have the same scale, nut to bridge. How foolish to buy a 12-inch banjo with an inner ring or bearing set ¾ inch from the outer edge of the rim when a 10½-inch WITHOUT the bearing gives the same tone! Why carry the weight of a 12-inch banjo with inner bearing 2 inches from the outer edge when an equally long scale banjo having an 8-inch rim WITHOUT the bearing will sound the same? The advantage is all with the smaller rim in such cases because the small head stretches less and is easier to keep tight.

Changes of temperature cause metal to sweat and this condensed moisture is readily absorbed by skin. Moisture brings rust or verdigris which eats holes in skin. Skin heads should rest on WOOD.

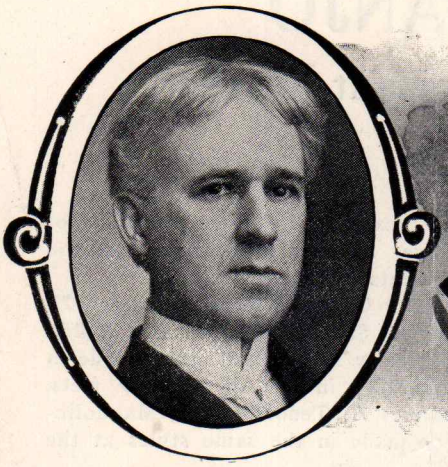
ARTISTS' GRAND NO. 2



PRICE $150.00

TWENTY-NINTH SEASON

SUPREMACY UNQUESTIONED SINCE 1893



MR. ALFRED A Farland

PHENOMENAL BANJOIST

Direction of M. W. Lawrence, 358 East Second St., Plainfield, N. J.

12/31/21

Dear Folks.

For an old guy that doesnt beleive in Santa Claus or the customs of exchanging Christmas presents I have been overwhelmed this year. Looks as if my friends had conspired to rub it in on me and you sure have done your share. Thank you.

Say! that card is a good one. Best we have seen in a long time. The automobile one with Lonnie and Edna looking in the window. Well, our car is a dream yet too. However if I can ever get my orders filled and get in the money for the instruments, (Not always the easiest part by any means) who knows what might happen. Ford Sedans are not so bad.

Too cold to work in the shop so am trying to make a dent in the pile of correspondence on my desk. Some job.

Here's hoping you and yours will have all the good things of life for the new year and many more to follow.

Have 28 prospective dates so far and more coming in almost every day. Alma Kansas, farthest west so far. Youngstown, Cleveland and Springboro, (wherever that is) only Ohio ones yet. Expect to make em in March. All join in sending the best ever to you and yours, Sincerely,

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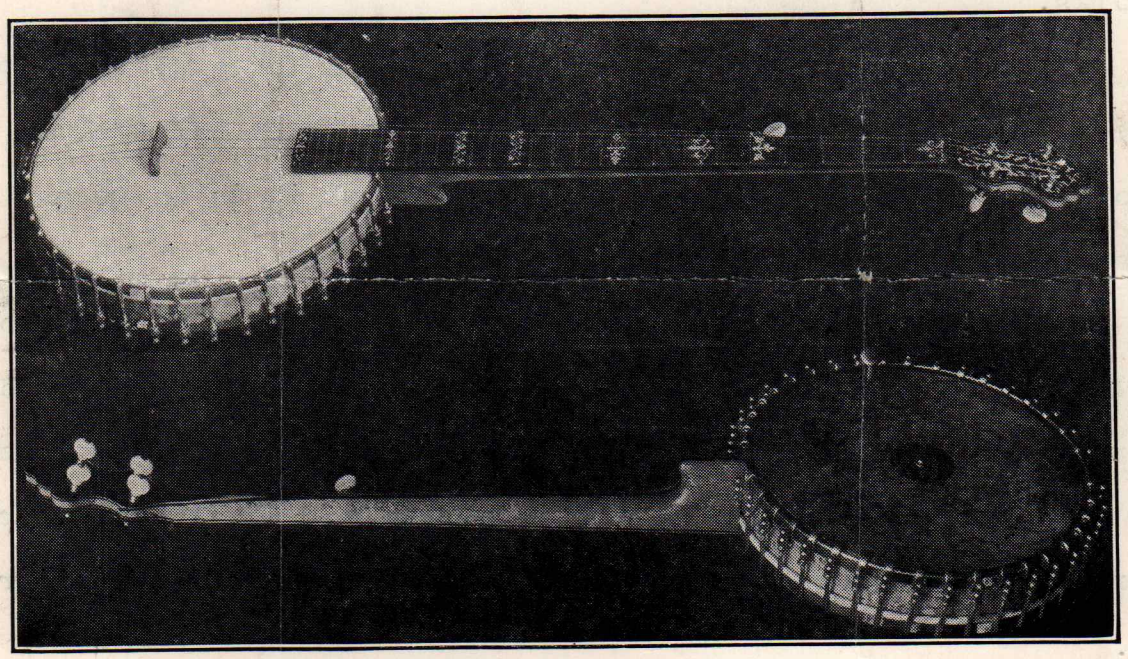
ARTISTS' GRAND NO. 2



PRICE $150.00

Mr. A. A. Farland, 358 E. 2d. St.,
Plainfield, N. J.

DEAR SIR:

For the enclosed $10.00 I desire 20 banjo lessons in the mandolin style of playing beginning with the lesson indicated by my replies to the questions below.

It is understood that I am to have as many more lessons as desired at the rate of 10 for $5.00 and that should I learn your complete course of 150 lessons in 3 years from date of beginning in accordance with your directions, without achieving satisfactory results, all sums paid you are to be refunded.

Name {write plainly / or print it} ..... {St. & No. P. O. Box / or Rural Route} .....

....., Town ....., State .....

Have you studied music? ..... If so, name the notes (by letter), state the kind (¼, ⅛, etc.), and mark the counts or beats under the notes or rests in the following.

Do you play the mandolin? ..... Do you play the banjo? ..... State age ....., and occupation ....., if you have no objection.

☞ Send P. O., Express, or Bank Money Order or New York Draft. If you send cash be sure to have the letter registered.

LONNIE B. HAYES

THE A. A. FARLAND COMPANY
MAKERS OF
FARLAND WOOD RIM BANJOS
AND ACCESSORIES
Publishers of Banjo Instruction Books and Sheet Music

BANJOS
BANJO-MANDOLINS
'CELLO-BANJOS
BANJORINES

STRINGS
HARP-ATTCHMENTS
TAIL-PIECES, PEGS
PICKS, HEADS &C.

358 E. SECOND STREET. PLAINFIELD, N. J.

Copy

Mr. J. L. Reay
967 Third Ave.
New York City.

Dear Mr. Reay:

Yours of this morning at hand. The lessons and picks are going forward with this. As the tendency is for beginners to play altogether too loud, it may be better to start your pupils with the leather, at least until they acquire considerable muscular control. The leather pick is hard to keep smooth, and of course, it must be smooth to produce a good tone. Floor wax applied to it occasionelly, helps.

The pick produces a clearer, sharper tone than the fingers, and as practically all banjos aside from my own are unpleasantly sharp with the fingers, they are still more disagreeable when played with the pick, and should be provided with heavy strings and a "Hayes Vibrator" which retails at 75¢.

You are right about "C" notation. Everything I publish in the future will be in "C" notation.

As you are undoubtedly familiar with the rudiments of music, you may ignore those questions, but I would like to have you answer those relating to speed etc. I haven't prepared the examination sheets for the more advanced lessons yet, but will do so in the near future.

Thanking you for the favor, I am,

Yours very truly,

Dear Mr. Hayes:

I am reccomending the "Vibrator" to everyone who writes in for lessons, and as some of them might want to buy them from me, would like to have the wholesale price. I'll have to sell them to teachers at wholesale price, so let me know what you are chargeing them.

Sincerely yours,

a.a.F.